

ORDER



Orders
Order / Rev: 215145
Alt Order #: 6864746
Product Desc: order
Estimate: C17C21
Flight Dates: 10/17/12 - 10/21/12
Original Date / Rev: 10/17/12 / 10/17/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: Smart Media Group
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Detroit International Bridge
Demographic: A35+
Product Codes: PL2
Priority: P3
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN10086/SP6681/TO1332/MO1041

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/20/12	12	\$16,900.00	\$14,365.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$16,900.00	\$14,365.00	0.00
Totals	12	\$16,900.00	\$14,365.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WOOD	43%	\$16,900.00
Market	100%	\$39,302.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	2%	\$786.05
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	1%	\$393.02
WTLJ	0%	\$0.00
WWMT	18%	\$7,074.42
WXMI	17%	\$6,681.40
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	19%	\$7,467.44

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/18/12	10/18/12	6am Daybreak 6am Daybreak	CM	6-7a	---T---	:30	2	\$800.00	P3	0.00	NM	2	\$1,600.00
NEWS8-DAYBREAK <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 ---T--- 2 \$800.00 0.00															
E 2	WOOD	10/19/12	10/19/12		CM	6-7a	----F--	:30	1	\$800.00	P3	0.00	NM	1	\$800.00

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WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				6am Daybreak											
				6am Daybreak											
				NEWS8-DAYBREAK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$800.00		0.00						
E 3	WOOD	10/18/12	10/18/12	M-F 5p News M-F News 8 @5p	CM	5-530p	---T---	:30	2	\$1,500.00	P3	0.00	NM	2	\$3,000.00
				NEWS 8 AT 5PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	2		\$1,500.00		0.00						
E 4	WOOD	10/19/12	10/19/12	M-F 5p News M-F News 8 @5p	CM	5-530p	----F--	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
				NEWS 8 AT 5PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,500.00		0.00						
E 5	WOOD	10/18/12	10/18/12	M-F 6p News M-F News 8 @6p	CM	6-630p	---T---	:30	2	\$2,000.00	P3	0.00	NM	2	\$4,000.00
				NEWS 8 AT 6PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	2		\$2,000.00		0.00						
E 6	WOOD	10/19/12	10/19/12	M-F 6p News M-F News 8 @6p	CM	6-630p	----F--	:30	1	\$2,000.00	P3	0.00	NM	1	\$2,000.00
				NEWS 8 AT 6PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$2,000.00		0.00						
E 7	WOOD	10/20/12	10/20/12	SNL Saturday Night Live	CM	1130p-103a	-----S-	:30	1	\$1,000.00	P3	0.00	NM	1	\$1,000.00
				SNL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$1,000.00		0.00						
E 8	WOOD	10/20/12	10/20/12	LN Sa Saturday News 8 @11	CM	11-1130p	-----S-	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
				NEWS 8 AT 11PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$1,500.00		0.00						
E 9	WOOD	10/19/12	10/19/12	LN M-F M-F News 8 @ 11	CM	11-1135p	----F--	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
				NEWS 8 AT 11PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,500.00		0.00						
													Totals	12	\$16,900.00